Content analysis of online reviews of restaurant customers: The case of a fine dining restaurant[*]

Restoran müşterilerinin çevrim içi yorumlarının içerik analizi: Birinci sınıf bir restoran örneği

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ABSTRACT: The purpose of this research is to determine the positive and negative characteristics of a fine dining restaurant in customer perception based on customer reviews published on the online platform. The sample of the research consists of a fine dining restaurant operating in a private museum in Istanbul. Tripadvisor holiday site was used to reach online customer reviews. In this qualitative research, content analysis was performed on 78 online Turkish customer reviews. As a result of the analysis, the positive and negative characteristics of the restaurant were collected under four dimensions: "food-related attributes", "service-related attributes", "atmosphere-related attributes" and "other attributes". It was observed that the restaurant received more positive reviews on the characteristics of "taste", "quality of service", "food originality" and "environmental originality" included under these four dimensions. The customers of the restaurant in this research think that the reinterpretation of traditional Turkish cuisine adds originality to the menu and prefer the restaurant because of this feature. Another element that customers express a positive opinion about is that restaurant employees are successful in providing services. On the other hand, it has been found that customers review more negatively on "menu variety", "environmental cleanliness" and "fair price" features. The lack of menu diversity is thought to be due to the difficulty of creating an original menu. The similarity or difference between the quality of service that customers expect and the quality of service they perceive determines their opinions on menu pricing. Finally, the restaurant's lack of attention to environmental cleanliness was negatively reflected in customer reviews.
Keywords: Online platforms, Customers' online reviews, Fine dining restaurant, İstanbul

ÖZ: Bu araştırmanın amacı, birinci sınıf bir restoranın çevrim içi mecrada yayınlanan müşteri yorumlarından yola çıkarak müşteri algısındaki olumlu ve olumsuz özelliklerinin belirlenmesidir. Araştırmanın örneklemini İstanbul'daki özel bir müzenin içerisinde faaliyet gösteren birinci sınıf bir restoran oluşturmaktadır. Çevrim içi müşteri yorumlarına ulaşmak amacıyla Tripadvisor tatil sitesinden yararlanılmıştır. Nitel bir yapıya sahip bu araştırmada 78 çevrim içi Türkçe müşteri yorumuna içerik analizi yapılmıştır. Yapılan analiz sonucunda restoranın olumlu ve olumsuz özellikleri, "yemek ile ilgili özellikler", "hizmet ile ilgili özellikler", "atmosfer ile ilgili özellikler" ve "diğer özellikler" olmak üzere dört boyut altında toplanmıştır. Bu dört boyut altında yer alan "tat", "hizmet kalitesi", "yemeğin özgünlüğü" ve "çevresel özgünlük" özelliklerine dair restoranın daha çok olumlu yorum aldığı görülmüştür. Bu araştırmadaki restoranın müşterileri geleneksel Türk mutfağının yeniden yorumlanmasının menüye özgünlük kattığını düşünmekte ve restoranı bu özelliğinden dolayı tercih etmektedir. Müşterilerin olumlu görüş bildirdiği diğer bir unsur ise restoran çalışanlarının hizmet sunumunda başarılı olmalarıdır. Öte yandan "menü çeşitliliği", "çevresel temizlik" ve "adil fiyat" özelliklerine dair müşterilerin daha çok olumsuz yorum yaptığı belirlenmiştir. Menü çeşitliliğinin azlığı özgün bir menü yaratmanın zorluğundan kaynaklı olduğu düşünülmektedir. Müşterilerin beklediği hizmet kalitesi ile algıladığı hizmet kalitesi arasındaki benzerliğin veya farklılığın ise menü fiyatlandırmasına dair düşüncelerini belirlediği sonucuna ulaşılmıştır. Son olarak restoranın çevre temizliğine önem vermemesinin müşteri yorumlarına olumsuz yansıdığı görülmüştür.
Anahtar Kelimeler: Çevrim içi mecralar, Çevrim içi yorumlar, Birinci sınıf restoran, İstanbul

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GENİŞLETİLMİŞ ÖZET

Kuramsal çerçeve ve ilgili araştırmalar

Bireyler turizm ürünlerini satın alma kararı verirken ürünle ilgili yüksek risk algıladığından daha fazla araştırma yapmaktadır (Huang vd., 2010). Bu araştırmalar sırasında incelenen çevrim içi yorumlar bireyin turizm ürünü ile ilgili karar vermesini kolaylaştırmaktadır. Özellikle sosyal medya bireysel turizm planlamalarında büyük bir etkiye sahiptir (Bertan vd., 2015; Amaro ve Duarte, 2017). Dolayısıyla çevrim içi mecraların restoran işletmeleri ve müşterileri tarafından da sıklıkla kullanıldığı söylenebilir.

Müşteriler hizmetini aldıkları restoran işletmelerine dair algılarını ve aynı restoranı yeniden tercih edip etmeme durumlarını (davranışsal niyetlerini) yüz yüze veya çevrim içi mecralardan olmak üzere işletmeye bildirirler. Gerek yüz yüze gerek çevrim içi mecralardan bildirilen müşterilerin algısı ve davranışsal niyeti alanyazındaki araştırmalara göre temelde üç unsurdan etkilenmektedir. Bu unsurlar yemek kalitesi, hizmet kalitesi ve atmosferdir (Reuland vd., 1985; Berry, vd., 2002; Liu ve Jang, 2009). Restoran deneyiminin en önemli parçası olan yemek kalitesi, yemeğin sunumu, menü çeşitliliği, sağlıklı yemek çeşitlerinin sunulması, yemeğin tazeliği ve uygun yemek sıcaklığı gibi unsurların bir araya gelmesiyle oluşur. Bu özelliği ile müşterilerin tekrar aynı restorana gelme niyetini etkileyen en önemli faktördür (Dube vd., 1994; Kivela vd., 1999; Sulek ve Hensley, 2004; Namkung ve Jang, 2007; Liu ve Jang, 2009). Hizmet kalitesi ise müşterinin hizmetin genel mükemmelliği veya üstünlüğüne ilişkin öznel yargısı olarak tanımlanmaktadır (Zeithaml, 1988). Müşteriler hizmetten beklentilerini ve aldıkları hizmet ile ilgili algılarını karşılaştırarak hizmet kalitesine yönelik bir yargıya varırlar (Liu ve Jang, 2009: 340). Restoran müşterilerinin memnuniyetini etkileyen üçüncü ana faktör ise işletmenin amosferidir. İşletme atmosferi, müzik, aydınlatma, renk ve koku gibi bir dizi unsurdan oluşur. Araştırmalar işletme atmosferinin insanların duyguları, tutumları ve davranışları üzerinde güçlü bir etkiye sahip olduğunu göstermektedir (Baker ve Cameron, 1996; Ryu ve Jang, 2007; Liu ve Jang, 2009: 340). Yapılan açıklamalar doğrultusunda araştırmanın amacı, çevrim içi mecrada yayınlanan müşteri yorumlarına dayalı olarak birinci sınıf bir restoran işletmesinin müşteri algısındaki olumlu ve olumsuz özelliklerini belirlemektir.

Yöntem

Nitel bir yapıya sahip olan bu araştırmanın çalışma alanı, örnek olay yöntemiyle seçilen ve İstanbul'da özel bir müzede faaliyet gösteren birinci sınıf bir restoran işletmesidir. İlgili restoran işletmesinin özelliklerini ortaya koyabilmek için 78 Türkçe çevrim içi müşteri yorumu 1 Eylül 2021 tarihinde, Tripadvisor tatil sitesinden toplanmıştır. Sistematik kesinlik ve içerik farkındalığı avantajı sağlamak için manuel olarak yorumlara içerik analizi yapılmıştır.

İçerik analizi sırasında yorumlardaki benzer ve tekrar eden kelime ve cümleler tek bir boyut altında toplanmıştır. Boyutların ve boyutlar altında yer alacak maddelerin belirlenmesinde alanyazındaki araştırmalardan yararlanılmıştır. İlgili araştırmalarda restoran işletmelerine dair yapılan çevrim içi yorumların içeriğinin ve işletmelerin özelliklerinin belirlendiği görülmektedir. Soriano (2002) bu özellikleri yemek kalitesi, yemeğin faydası ve maliyeti, mekânın ve hizmetin kalitesi başlıkları altında ele alırken, Namkung ve Jang (2008) yemekler, hizmet ve atmosfer başlıkları altında ele almaktadır. Ha ve Jang (2010) da aynı şekilde yemekler, hizmet ve atmosfer başlıkları altında restoranların özelliklerini incelemiştir. Kim vd. (2006) ise fiziksel çevre, yemek kalitesi ve fiyat korkusu bakımından değerlendirmiştir. Bu araştırma ile benzer şekilde restoran işletmelerinin özelliklerini yemek kalitesi ve fiyatın yanı sıra hizmet ve atmosfer başlıkları altında inceleyen araştırmalar da vardır (Pantelidis, 2010; Haghighi vd., 2012). Liu ve Jang (2009) restoran işletmeleri ile ilgili özellikleri yemek ile ilgili özellikler, hizmet ile ilgili özellikler, atmosfer ile ilgili özellikler ve diğer özellikler olmak üzere dört boyut altında toplamışlardır. Tiago vd. (2015) ise yaptıkları araştırmada müşteri yorumlarından yola çıkarak restoranın özelliklerini yemekle ilgili özellikler bağlamında ortaya koymuşlardır. Bu özellikler yemek kalitesi, lezzet, görünüm ve kıvamdır. Alanyazında yer alan araştırmalarda restoranların özelliklerinin benzer boyutlar altında yer aldığı görülmektedir. Bu boyutları dört boyut altında toplayan Liu ve Jang'ın (2009) araştırması ise bu araştırmanın öncüsü olmuştur.

Bulgular ve tartışma

Yapılan içerik analizi sonucunda yemek ile ilgili özellikler boyutu altındaki "tat" maddesi ile diğer özellikler boyutu altındaki "yemeğin özgünlüğü" maddesine yapılan yorumların fazla olduğu ve bu yorumların önemli bir kısmının olumlu olduğu görülmüştür. Bu bulgular restoranın ön plana çıkarmak istediği özelliklerde başarılı olduğunun kanıtı niteliğindedir. Müşterilerin, geleneksel Türk mutfağının yeniden yorumlanarak menüye özgünlük katılmasına olumlu yaklaştığı ve restoranı bu özelliğinden dolayı tercih ettiği söylenebilir. Buna karşın menu çeşitliliği maddesine yapılan yorumların çoğunlukla olumsuz olduğu görülmüştür. Bu durum özgün bir menü yaratmanın zorluğundan kaynaklı olabilir. İşletmenin yoğun bir menü yerine az ancak özgün lezzetler sunmayı tercih ettiği düşünülmektedir.

Müşterilerin en fazla yorum yaptığı maddelerden biri de restoranın konumu ile ilgilidir. Restoranın bir müze içerisinde yer alması ve eski İstanbul manzarasına sahip olması müşterileri cezbetmektedir. Bu durum restoranla ilgili yapılan yorumlara olumlu yansımıştır. Müşteriler işletmenin konumunu ve çevresini de özgün ve güzel bulmaktadır. Benzer şekilde işletmenin sunduğu hizmet ile ilgili yorumlara bakıldığında daha çok olumlu yorumların yer aldığı görülmektedir. Özellikle çalışanların menüye hâkim olması, yardımseverliği, hızlı hareket etmesi ve genel olarak hizmet kalitesi müşterilerin takdirini kazanmıştır.

İşletmenin atmosferi ile ilgili özelliklerine bakıldığında iç dizaynı ve dekoru müşterilerden olumlu yorum almışken, temizliğe dair yapılan az sayıda yorumun olumsuz olduğu görülmektedir. Son olarak işletmenin menü fiyatlandırması ile ilgili olumlu veya olumsuz yapılan yorumlara bakıldığında fiyat ve performans karşılaştırması yapıldığı görülmektedir. Ödenen bedelin karşılığında performansı düşük bulan müşterilerin fiyatlandırmayı fazla bulduğu söylenebilir. Olumlu yorum yapan müşteriler ise özgün ve lezzetli bir menüye sahip olan bu birinci sınıf restoranın fiyatlarını adil buldukları görülmektedir.

Sonuç ve öneriler

Günümüzde çevrimiçi mecralarda işletme ve müşteri ilişkisinin daha yoğun yaşandığı görülmektedir. Çevrim içi mecraları en sık kullanan işletmelerden biri de restoranlardır. Müşterinin istediği yiyeceği ve içeceği evine sipariş edebilmesinden, işletmede yapılan herhangi bir yeniliğin müşterilere duyurulmasına kadar pek çok faaliyet çevrimiçi mecralarda gerçekleşmektedir. Müşteriler açısından bakıldığında ise herhangi bir restoran hakkındaki olumlu veya olumsuz düşüncelerin çevrimiçi mecralardan rahatlıkla yayınlanabilmesi daha çok insanın o restoran hakkında bilgi sahibi olmasını sağlamaktadır. Bu durum ise restoranların bu mecraları daha yoğun ve dikkatli incelemesi gerekliliğini ortaya koymaktadır.

Sonuç olarak herhangi bir restoranı tercih eden müşterilerin temel beklentisi lezzetli yiyecekler tüketmektir. Bu nedenle çevrimiçi yapılan yorumların başlıca konusu lezzete yöneliktir. Bununla birlikte ilgili restoranın vurguladığı özgün olma özelliğine yönelik yorumların da fazla olduğu görülmüştür. Bu sonuç restoranlara yol gösterici niteliktedir. Restoranlar ön plana çıkardıkları ve vurgu yaptıkları özelliklerine daha fazla özen göstermelidir. Çünkü müşteriler restoranların ön plana çıkan özelliklerini dikkate alarak bir restoranı diğerine tercih etmektedir. Bu noktada çevrimiçi mecralardaki yorumların etkisinin büyük olduğu unutulmamalı, bu mecralar daha dikkatli incelenmeli, başarılı veya başarısız özelliklerin belirlenmesinde çevrim içi mecralardan yararlanılmalıdır.

Introduction

In the changing world order, the service sector has become the backbone of the global economy. However, nowadays, it is difficult for enterprises in the service sector to survive if they do not adapt to technology. The development of technology and the fact that generation Z began to take part in consumption increased the competition between the enterprises in the service sector. The food and beverage sector is one of the sectors that feels all the changes experienced the most and where there is the most intense competition among the enterprises.

Although the increasing variety of restaurants in the food and beverage sector is a positive development for customers, this situation may turn into a disadvantage for restaurant enterprises. The increasing diversity of restaurants makes it difficult for enterprises to gain loyal customers and follow customer preferences that change every day. The positive linear relationship between customer experience, satisfaction and behavioral intention sometimes becomes invalid due to changing customer expectations and preferences. (Lin & Mattila, 2006: 3). Although the perceived quality of service and/or satisfaction level from any restaurant is high, people may show boredom behavior and look for changes from time to time. This situation obliges restaurant enterprises to replenish themselves. It is possible for restaurant enterprises to make correct conclusions about customer preferences and develop effective management strategies accordingly by following current developments and changes. The priority of restaurant enterprises that want to follow the current developments closely is to be technology-oriented.

Technology-oriented restaurants tend to meet the unique needs of Generation Z in particular. To achieve this, online platforms are the most important tools. Through these platforms, restaurants can reach their customers every day and every hour of the year. Restaurants learn the expectations, satisfaction levels or negative thoughts of their customers more easily from online platforms. In addition, today, customers can convey their feelings and thoughts to large audiences through online platforms, and these platforms have a great impact on individuals' preferences. Therefore, the fact that restaurants take into account the reviews made on online platforms has made it one of the most important elements in its competitiveness.

In addition to focusing on technology, one of the current strategies followed by restaurant enterprises is to offer original menus to their customers. Restaurant enterprises, which try to capture the originality by making modern touches to the traditional Turkish cuisine, try to stand out and increase their competitive power with these features. In cosmopolitan cities such as Istanbul, the fact that individuals have more of a habit of eating out and are looking for more and more original flavors every day can be shown as a reason and/or a result of the increasing variety of restaurants. For this reason, a fine dining restaurant operating inside a private museum in Istanbul has been selected as a research area. The restaurant offers traditional Turkish dishes to its customers by cooking them with modern techniques and strives to be original in this aspect. Within the scope of the research, content analysis was carried out on Turkish customer comments published on Tripadvisor website about the relevant restaurant and the positive and negative characteristics of the restaurant in customer perception were tried to be determined.

Theoretical framework and related studies

The digital revolution that took place in last century has resulted in the intensive use of technology in all areas. Especially enterprises that want to develop good relations with their customers have become obliged to keep up with this era. It is now seen that the enterprise and customer relationship is more intense on online platforms. Also people do more research when deciding to buy tourism products because they perceive high risk associated with the product (Huang et. al. 2010). The online comments reviewed during these researches make it easier for the people to make decisions about the tourism product. Social media in particular has a big impact on individual tourism planning (Bertan et. al, 2015; Amaro & Duarte, 2017). According to research made, the vast majority of tourists (80%) search online before the holiday and spend at least two hours accessing accurate information about their trip (Trend, 2013). With the increase in the use of the Internet and social media, destinations, businesses, suppliers, tourists, in short, all actors of tourism have created an important source of information with the online content they create (Llodra-Riera et. al, 2015; Munar & Jacobsen, 2013; Marine-Roig & Anton Clavé, 2016). Today, tourists share their thoughts about the destinations they go to and the enterprises they receive their services, with thousands or even millions of potential tourists from online platforms.

Although it is more common to report thoughts about tourism products from online platforms, the way in which tourists perceive their experiences has not changed. In other words, the formation of thoughts reported online or face-to-face goes through similar processes. The opinions of individuals about enterprises are basically composed in three ways. In the first, the client compares the experience gained with his expectations before the experience. In the second, customers compare their previous experience with the experience they have gained at that moment. In the third, the customer compares the experience gained with the service that the enterprise promises to provide (Boote, 1998: 142). As a result of these comparisons, the customer sometimes does not report their thoughts, and sometimes reports them face-to-face or via online platforms.

From the point of view of restaurant enterprises, which is one of the enterprises that use online platforms most often, it can be said that customers' opinions about the enterprise are influenced by many factors such as product quality, quality of service, atmosphere, menu diversity, pricing, and so on (Boden, 2001: 6-8). In addition to these, personal variables such as what consumption means or how important it is for customers, the level of knowledge of the customer and the experiences they have gained also affect customer perception. The customer's perception of cost, whether it is important to share thoughts about the restaurant and the tendency to evaluate other alternatives (Day, 1984), the time it takes for the customer to relive a situation that they have experienced before in any restaurant also affects the customer's perception (Stephens & Gwinner, 1998: 179-180). The most important thing is, when evaluating a restaurant, customers consider many characteristics such as food quality, service quality and atmosphere, and as a result of the holistic evaluation, they have a perception about that restaurant (Reuland et al., 1985; Berry et al., 2002; Liu & Jang, 2009).

In the literature, it is seen that the content of the online reviews about the characteristics of the restaurant enterprises are determined mostly. While Soriano (2002) discusses these characteristics under the titles of food quality, the benefit and price of food, the quality of atmosphere and service, Namkung & Jang (2008) discusses them under the titles of food, service and atmosphere. Ha & Jang (2010) likewise examined the characteristics of restaurants under the headings of food, service and atmosphere. Kim et al. (2006) evaluated it in terms of physical environment, food quality and fear of price. Similar to this research, there are also studies that examine the characteristics of restaurant enterprises under the headings of service and atmosphere, as well as food quality and price (Pantelidis, 2010; Haghighi et al., 2012). Liu & Jang (2009) determined the characteristics of restaurant enterprises under four dimensions food-related attributes, service-related attributes, atmosphere-related attributes, and other attributes. Tiago et al. (2015), on the other hand, put forward the characteristics of the restaurant in the context of food-related attributes based on customer reviews in their research. These characteristics are food quality, taste, eye appeal and consistency of food.

In the studies, it is seen that the characteristics of restaurants are under similar dimensions. However, there are basically three factors that affect customer perception and the customer's behavioral intentions. These elements include the material product, the behavior and attitude of the employees and the environment. These elements should be in harmony and supportive of the service (Reuland et. al, 1985; Berry et. al, 2002). It is seen that these three concepts are used more in the form of food quality, service quality and atmospherics in the literature (Liu & Jang, 2009: 340). Food quality, being the most important part of the restaurant experience, is a combination of elements such as food presentation, menu variety, healthy food options, food freshness and appropriate food temperature. With this feature, it is the most important factor affecting the customers' intention to come to the same restaurant again (Dube et. al, 1994; Kivela et. al, 1999; Sulek & Hensley, 2004; Namkung & Jang, 2007; Liu & Jang, 2009). For this reason, food quality is a primary necessity in order to meet the needs and expectations of restaurant customers (Peri, 2006).

Service quality refers to the customer's judgement of the excellence or superiority of the service (Zeithaml, 1988). There is a subjective assessment of customers regarding the quality of service. By comparing the expectations of customers about the service and their perceptions about the service they receive, they make a judgement about service quality (Liu & Jang, 2009: 340). Many models measuring

service quality have been developed in the literature, such as SERVQUAL (Parasuraman et al., 1988), SERVPERF (Cronin & Taylor, 1992), and DINESERV (Stevens et. al, 1995). The third main factor affecting the satisfaction of restaurant customers atmospherics is perceived as the quality of the surrounding space. Atmospherics consists of a number of elements, including music, lighting, color and smell. Research shows that the business atmosphere has a strong effect on people's emotions, attitudes and behaviours (Baker & Cameron, 1996; Ryu & Jang, 2007; Liu & Jang, 2009).

Price fairness, and authenticity could be another main factors that influence customer satisfaction and behavioural intentions. Perceived price fairness means that customers find prices acceptable, and reasonable (Bolton et. al, 2003). This affects customer satisfaction and loyalty positively (Bei & Chiao, 2001). If the customer does not find the pricing fair, his satisfaction decreases, he starts to complain and even chooses another enterprises (Xia et. al, 2004). Authenticity, expresses whether the food and the place reflect the ethnic origin and culture. Using ethnic art, decor and music, ethnic restaurants try to create an "authentic" dining experience for their customers. Ethnic restaurants are cultural ambassadors of countries and are the pioneers in the development of gastronomic tourism (Wood & Munoz, 2006).

To summarize the literature, the characteristics that affect the perception of the customers, the level of satisfaction and the intention to come to the same restaurant again are given as the taste, food presentation, food freshness, appropriate food temperature, healthy food options, the menu variety, food authenticity, the design and décor of the restaurant, and the location of the enterprise (Dube et al., 1994; Kivela et al., 1999; Sulek & Hensley, 2004; Namkung & Jang, 2007; Liu & Jang, 2009). However, it clearly is seen that the foods, service quality and atmosphere offered in restaurants are the main elements that meet the expectations of the customers.

Methodology
Measurement
The purpose of this research is to determine the positive and negative characteristics of a fine dining restaurant in customer perception based on customer reviews published on the online platform. Tripadvisor holiday site was used to reach online customer reviews. The reason for using the Tripadvisor site is that it is the web page with the most number of clicks among the websites evaluated under the heading "travel" (Alexa, 2017, as cited in Eren & Çelik, 2017). In this research, which has a qualitative structure, 78 online Turkish customer reviews were collected on September 1, 2021. Content analysis was performed manually on the reviews to provide the advantage of systematic precision and content awareness. Similar and repetitive words and phrases in the reviews were gathered under a single dimension. The research of Liu & Jang (2009), which gathered these items under four dimensions, was the pioneer of this research. These dimensions are food-related attributes, service-related attributes, atmospherics-related attributes, and other attributes.

Sample
The research area is a fine dining restaurant, which was selected with the case study method and operates in a private museum in Istanbul. The case study method is defined as efforts to describe a single person, institution or event with a representative nature in detail (Seyidoğlu, 2009: 30). There are four main reasons why this restaurant was chosen as a sample. Firstly, it is a fine dining restaurant.
Secondly, the restaurant reinterprets Turkish cuisine and offers it to its customers and has an unique menu. The fact that customers of all other restaurants mostly comment on "taste" on online platforms necessitated the selection of a enterprises that offers a unique menu. Therefore, it can be said that a restaurant that aims to serve by offering authentic tastes is preferred within the scope of the research.

The third reason is the restaurant's unique location. The restaurant operates in a museum as well as the old Istanbul view it has. In this respect, it differs from other fine dining restaurants in Istanbul. The fourth reason is that the restaurant actively uses social media platforms, its own websites and travel web sites. All these reasons show that the restaurant has a unique structure. On the other hand, examining a single restaurant and analyzing only Turkish online reviews constitute the limitations of the research. Although the sample does not have to represent the universe in qualitative research, it is thought that the

results obtained within the scope of the research will be a pioneer for similar studies to be done in the future.

Findings and discussion

As a result of the content analysis carried out in the research, the characteristics of the restaurant were determined according to the perception of the customers and the reviews that were similar to each other were combined and collected under a single dimension. While determining the dimensions, the study of Liu & Jang (2009) in which they determined the characteristics of restaurants in China that affect their customers was used. According to this study, the characteristics of restaurants in China are grouped under four different dimensions: "food-related attributes", "service-related attributes", "atmospherics-related attributes" and "other attributes". According to the perception of the customers, the characteristics of the restaurant in this study and the dimensions where these characteristics are combined are given in Table 1.

Table 1: Findings about the reviews made on the fine dining restaurant

Food-related attributes	Number of positive reviews	Number of negative reviews
Taste	57	8
Food presentation	16	8
Menu variety	3	10
Food freshness	1	1
Appropriate food temperature	1	4
Service-related attributes		
Friendly and helpful employee	14	3
Attentive employees	10	5
Employees have knowledge of the menu	12	1
Prompt service	2	3
Service quality	22	2
Atmospherics-related attributes		
Environmental cleanliness	1	3
Interior design and decor	21	4
Other attributes		
Fair price	7	15
Food authenticity	30	1
Environmental authenticity	32	
Location of restaurant	13	6

Looking at Table 1, customers are more likely to comment on the taste of the dishes. A total of 57 reviews stated that the restaurant's food was delicious, while eight reviews stated that the food was not delicious. Of the comments made about the food presentation, 16 were positive, while eight were negative, especially that the portion size was insufficient. For example, a comment like *"...the meals were on the plates with a minimalist presentation, so the portions were not hearty..."* reflects the negative perception about portion size in food presentation. Looking at the comments about the "menu variety", it is seen that negative comments are more prominent. In one of these comments *"... The menu is very long but not enough..."* while another comment reads *"... The menu is quite limited, especially a problematic situation for vegetarians and children..."* menu variety for featured groups is low.

Looking at the findings, it is seen that there is only one positive comment of the "food freshness" and the "appropriate food temperature"; again, it is seen that there are four negative comments about both "food freshness" and "appropriate food temperature". These findings show that customers who prefer the restaurant do not prioritize these two issues and/or that no customer feels the need to address these issues because the restaurant is successful in these matters.

Under the "service-related attributes" dimension, there are mostly items related to the characteristics of the staff. According to the findings, there are 14 positive comments that think the staff in this restaurant are "friendly and helpful", while three comments about this item are negative. However, there are 10 positive, five negative comments about the "attentive employees" item; 12 positive, one negative comment about the "employees have knowledge of the menu" item; and two positive, three negative comments about the "service prompt" item. One of the positive comments made about these features listed is:

 "... the service was much better than I expected... The staff were excellent, attentive and serving for information without being intrusive..."

One of the relatively few negative comments is as follows:

"...I didn't know whether to tell the slow and disinterested service members, to hit me on the head and back with a tray every time they went behind me. The worst part is that when you ask for this bad service account, you are forced to pay a 12 percent service fee. It wasn't too tempting to pay for an elbow to the head..."

In the study of Liu & Jang (2009), there is no "service quality" item under the "service-related attributes" dimension. However, the frequent use of the word "quality" and especially "service quality" in the comments made in the content analysis in this study showed that the article "service quality" should also be included under this dimension. Of the comments made about this, 22 are positive and only two are negative. For example, one of the comments was *"...I would definitely recommend it for the quality of service..."* while another said *"...the quality of service and the way food is served is extraordinarily beautiful..."*. One of the negative comments is as follows; *"... negative: welcome, quality of service, variety of menus, price performance...".*

It is seen that one positive and three negative comments were made on the "environmental cleanliness" item under the "atmospherics-related attributes" dimension, and 21 positive comments and four negative comments were made on the "interior design and décor" item. Negative comments about environmental cleanliness are about the dirtiness of toilets. In one of these comments, the customer praised the quality of service of the restaurant, while also stating that the toilets; *"... however, the toilet is extremely dirty, the taps are broken etc...".*

Some of the positive reviews about "interior design and décor" are as follows; *"... super food, warm atmosphere, very careful service..."*; *"... the food was fabulous and delicious, the quality was first class and the atmosphere was very tidy and clean..."*; *"... highly recommend for food, excitement, staff quality and ambiance..."* and *"... concept restaurant. Decoration, menus, lighting, service is extremely successful. A great view of the Golden Horn...".*

Items listed under the "other attributes" dimension are items that receive more comments than items of the other three dimensions. One of these items received seven positive and 15 negative reviews of "fair price". A few of the positive comments made were *"... the flavors and presentation are unquestionably excellent, the price is much better than the similar restaurants..."*, *"... prices are perfectly normal for a restaurant of this quality..."* and *"... As for the prices, this level of place and the money you will pay for the food is not small but I would say that they have quite reasonable price policies..."* Customers who find the restaurant's prices reasonable think that they receive high quality service and therefore the prices are normal according to this quality.

Some of the negative comments regarding the prices were: *"... When we look at the price-quality ratio, we think that the price we pay for the mediocre meals we eat is expensive..."* and *"... ridiculously expensive... If you cannot offer these delicacies on one plate per person in a place where you pay so much, you will either reinforce the staff or you will not ask for these prices...".* Similar to those who comment positively, customers who comment negatively share their views on price by comparing the quality of service they perceive.

The "food authenticity" item under other features is one of the more commented features like the "taste" item. The most important reason for this is that the restaurant, which is included in the study, cooks and presents traditional Turkish dishes by applying modern techniques and has gained a reputation with this feature. The fact that more positive reviews have been made shows that they have successfully carried out this work. Some of these comments are as follows: *"... I can guarantee that you will pass out while eating the flavors composed by the chef on Turkish cuisine. Turkish cuisine could only be interpreted so beautifully..."*, *"... You probably won't find the culinary culture they call Newage in İstanbul in a better place..."* and *"... this restaurant has a high profile and they interpreted traditional local food with a modern approach...".*

Another item that received the most comments is the article "environmental authenticity". Since this article is adles with the "operating location" item, it can be evaluated together. Beyond the fact that the restaurant in the study has a beautiful view of İstanbul, being located in an art museum reveals the originality of the environment and makes the location of the enterprise unique. Some of the positive comments made regarding the location and environmental originality of the enterprise are as follows; *"...the restaurant is in the heart of Karaköy and İstanbul... It is close to the Bosphorus... Galata tower... It is located in an old building like a fairy tale. Many art and book exhibitions are held throughout the year in the building where it is located...", "...We had a wonderful evening with a magnificent view of İstanbul... "* and *"... In an interesting area, in the building of the old central bank in Karaköy, İstanbul... Dominating old İstanbul, has wonderful view...".* Few negative reviews of these items indicate that it is difficult to locate the restaurant.

Conclusions and recommendations

According to the results of the research, the high number of reviews on the "taste" item under the food-related attributes dimension and the "food authenticity" item under the other attributes dimension, and the fact that a significant portion of these comments are positive, shows that the restaurant is successful in the features it wants to stand out. The customers of this restaurant are positive about the reinterpretation of traditional Turkish cuisine to add originality to the menu, and they prefer the restaurant because of this feature. Customers also think that authentic food is delicious. In very large cities such as İstanbul where competition between enterprises is very intense, restaurants should create original menus in order to compete and survive and should not forget the taste of the dishes while capturing originality.

Along with "taste" and "authenticity", "location of restaurant" is one of the features that customers care most about. The fact that the restaurant is located in a museum and has a view of old İstanbul attracts customers. This situation was reflected positively in the reviews made about the restaurant. Customers also find the location and surroundings of the enterprise unique and beautiful. In cities with natural and cultural beauties such as İstanbul, the location of the enterprise becomes more prominent. Customers are more inclined to prefer places with a beautiful and unique location or view to relax or entertain their guests. Therefore, this trend of customers should be taken into consideration when choosing the enterprise's location. If the alternatives related to the location are few, the menu can make a difference.

The enterprise received more negative reviews on "menu variety". This may be due to the difficulty of creating an authentic menu. The enterprise is thought to prefer to offer few, but original, flavors rather than a busy, dense menu. However, foods for specialty groups may be included in the menu. Thus, more segments can be addressed. On the other hand, looking at the comments about the service offered by the enterprise, it seems that there are more positive comments. In particular, the staff's mastery on the menu, their helpfulness, fast acting and generally the service quality has won the appreciation of the customers. This restaurant enterprise should not neglect to offer various opportunities to its employees, who contribute greatly to the service quality, in order to constantly improve themselves and direct their careers correctly. Thus, it should be noted that the employees will adopt the enterprise more and the employee turnover rate will not increase.

When looking at the characteristics of the enterprise regarding its atmosphere, "interior design and décor" received more positive reviews from customers, while a small number of reviews about cleanliness appeared to be negative. A restaurant with an unique menu and location needs to pay more attention to cleanliness. Especially with the pandemic period, the cleanliness and the hygiene have become more important for individuals. If the toilets or other areas are not clean, the cleanliness of the kitchen can also be questioned. This may have a negative impact on the enterprise.

On the positive or negative reviews made about the menu pricing of the enterprise, it is seen that price and performance comparison are made. It can be said that customers who find performance poor in return for the price paid find pricing excessive. Customers with positive reviews seem to find the prices of this fine dining restaurant, which has a unique and delicious menu, fair. The issues that customers who make positive or negative reviews about pricing should be reviewed more carefully by the restaurant enterprise. With these reviews, negative features can be corrected, and positive features can be further developed and brought to the fore.

In line with the results obtained, recommendation can be offered to all tourism enterprises, especially restaurant enterprises, in the service sector. These recommendations are:

➢ It should not be forgotten that the main expectation of customers who prefer any restaurant is to consume delicious food. However, the taste factor alone may not be sufficient in an industry where competition is intense. Offer an authentic menu with taste can make the enterprises stand out.

➢ Enterprises should focus on the subject they want to stand out (authentic menu, taste, atmosphere, etc.) in their marketing strategies. However, the quality of the basic service should not be compromised.

➢ Enterprises should keep their accounts on online platforms up to date and make sure that their effective and potential customers have access to accurate information about themselves.

➢ It should be noted that the impact of customer reviews on online platforms is great today. These platforms should always be followed, positive and negative reviews should be analyzed and improvement and review studies should be carried out.

➢ In future research, content analysis can be performed on reviews made in foreign languages as well as Turkish online comments made to the relevant restaurant enterprise. Thus, the thoughts of foreign tourists about the reinterpretation of Turkish cuisine can be determined.

➢ In addition, in future research, by examining customer profiles, it can be researched which customers write their reviews, how and with what motivations.

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Ethical approval

The author of this article declares that since the data used in this study is secondary data, it does not require ethical committee approval.

Conflict of interest

There is no potential conflict of interest in this research.